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WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

Crossroads Media Attention: Accounts Payable 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

Send Payment To:

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
936467-1	09/30/12	September 2012	08/27/12 - 09/27/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingto	National

Estimate Number Advertiser Product American Crossroads - Issu AMERICAN CROSSROADS 691

Broadcast

Flight Dates Order # Alt Order# 07892672 09/18/12 - 09/27/12 936467 Billing Calendar Billing Type Deal#

Cash Special Handling

IDB# Advertiser Code Product Code 11 27

Advertiser Ref Agency Ref

								Spots/				
Line	Start Date	End Date	Description	n	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
	1 09/18/12	09/20/12	M-F Early	Sunrise	5:00-6:00 AM	-1-1	:30	2	\$400.00	NM		
	Weeks:	Start Date 09/17/12	End Date 09/23/12	MTWTFSS -1-1	Spots/Week 2	<u>Rate</u> \$400.00						
1	Spots: # Ch	Day Air	Date Air	Time Descri	<u>ption</u>	Start/End Time	Lengt	th Ad-ID			Rate	Type
1	2 W	ESHTu 09/	/18/12 5:2	9 AM M-F Ea	arly Sunrise	5:00-6:00 AM	:3	0 USPRTV18	ACH		\$400.00	NM
	1 W	ESHTh 09/	/20/12 5:2	7 AMM-F E	arly Sunrise	5:00-6:00 AM	:3	0 USPRTV18	ACH		\$400.00	NM
	2 09/24/12	09/26/12	M-F Early	Sunrise	5:00-6:00 AM	M-W	:30	1	\$400.00	NM		
	Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate						

Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots</u>	<u>Week</u> <u>Rate</u>
09/24/12 09/30/12 M-W	1 \$400.00
Spots: # Ch Day Air Date Air Time Description	Start/End Time Length Ad-ID Rate Type
1 WESHM 09/24/12 5:42 AM M-F Early Sunrise	5:00-6:00 AM :30 USPRTV18ACH \$400.00 NM
3 09/19/12 09/21/12 M-F Sunrise @6AM 6:00-7:0	0 AM1-1 :30 2 \$1,100.00 NM
Weeks: Start Date 09/17/12 End Date 09/23/12 MTWTFSS1-1 Spots 09/23/12	Week Rate 2 \$1,100.00
Spots: # Ch Day Air Date Air Time Description	Start/End Time Length Ad-ID Rate Type
1 WESHW 09/19/12 6:27 AM M-F Sunrise @6A	M 6:00-7:00 AM :30 USPRTV18ACH \$1,100.00 NM
2 WESHF 09/21/12 6:28 AM M-F Sunrise @6A	M 6:00-7:00 AM :30 USPRTV18ACH \$1,100.00 NM

4 09/25/12	09/27/12	M-F Sunr	rise @6AM	6:00-7:00 AM	-1-1	:30	2	\$1,100.00	NM		
Weeks:	Start Date 09/24/12	End Date 09/30/12	MTWTFSS -1-1	Spots/Week	<u>Rate</u> \$1,100.00						
Spots: # Cl		7 7 7 7 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	Time Descrip	otion 2	Start/End Time	Length .		entre de la companya della companya		Rate	
1 W	ESHTu 09	/25/12 6:	27 AM M-F Su	ınrise @6AM	6:00-7:00 AM	:30	USPRTV1	8ach		\$1,100.00	NM
2 W	ESHTh 09	/27/12 6:	29 AM M-F St	ınrise @6AM	6:00-7:00 AM	:30	USPRTV1	8ach		\$1,100.00	NM

Weeks: Start Date 09/24/12 End Date 09/30/12 MTWTFSS 111 3 Spots/Week \$1,400.00 Rate \$1,400.00 Spots: # Ch Day Air Date 1 WESHM 09/24/12 Air Time Description 09/24/12 Start/End Time 1 Length Ad-ID 130 USPRTV18ACH 130 USPRTV18ACH 1400.00 Rate Type 1400.00 3 WESHTu 09/25/12 8:42 AM NBC Today Show 17:00-9:00 AM 200-9:00	5 (09/24/12	09/26/12	NBC Too	day Show	7:00-9:00 AM	111	:30	3	\$1,400.00	NM		
1 WESHM 09/24/12 8:44 AM NBC Today Show 7:00-9:00 AM :30 USPRTV18ACH \$1,400.00 NM 3 WESHTu 09/25/12 8:42 AM NBC Today Show 7:00-9:00 AM :30 USPRTV18ACH \$1,400.00 NM	V	Weeks:				Spots/Week 3							
3 WESHTu 09/25/12 8:42 AM NBC Today Show 7:00-9:00 AM :30 USPRTV18ACH \$1,400.00 NM	8	Spots: # Ch	Day A	ir Date Ai	r Time Descri	ption	Start/End Time	Length A	Ad-ID			Rate	Type
		1 WI	ESHM 0	9/24/12 8	:44 AM NBC T	oday Show	7:00-9:00 AM	:30 \	JSPRTV18	BACH		\$1,400.00	NM
2 WESHW 09/26/12 8:59 AM NBC Today Show 7:00-9:00 AM :30 USPRTV18ACH \$1.400.00 NM		3 WI	ESHTu 0	9/25/12 8	:42 AM NBC T	oday Show	7:00-9:00 AM	:30 \	JSPRTV18	BACH		\$1,400.00	NM
2 TV20TVV CO/20TE C.SCT WITH DO TOddy Cher		2 WI	ESHW 0	9/26/12 8	:59 AM NBC T	oday Show	7:00-9:00 AM	:30 \	JSPRTV18	BACH		\$1,400.00	NM

INVOICE



WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice # Invoice Date Invoice Month Invoice Period 936467-1 09/30/12 September 2012 08/27/12 - 09/27/12

Advertiser **Product** Estimate Number American Crossroads - Issi AMERICAN CROSSROADS 691

ww.wesh.com									
	_ 0.5					Spots/			
ne Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
6 09/18/12	09/21/12	NBC Today Show	7:00-9:00 AM	*-1111	:30	4	\$1,400.00	NM	aga weekla
Weeks:	Start Date 09/17/12	End Date MTWTFSS -1111	Spots/Week	Rate					
Spots: # 0			4 iption	\$1,400.00 Start/End Time	Lenat	h Ad-ID			Rate Type
		9/18/12 8:58 AM NBC T		7:00-9:00 AM		0 USPRTV1	8асн		\$1,400.00 NN
3 V	WESHW 09	9/19/12 7:59 AM NBC 1	oday Show	7:00-9:00 AM	:3	0 USPRTV1	8ACH		\$1,400.00 NN
		9/20/12 7:56 AM NBC 1		7:00-9:00 AM		0 USPRTV1			\$1,400.00 NN
1 \	WESHF 09	9/21/12 7:23 AM NBC 1	Today Show	7:00-9:00 AM	:3	0 USPRTV1	8ACH		\$1,400.00 NN
7 09/25/12	09/27/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	-1-1	:30	2	\$700.00	NM	
Weeks:	Start Date 09/24/12	End Date MTWTFSS 09/30/12 -1-1	Spots/Week	Rate			A. 100 (100 H	× ,	Will
Spots: #			2 intion	\$700.00 Start/End Time	Lenat	h Ad-ID			Rate Type
	/		& Kelly 9-10 AM	9:00-10:00 AM		0 USPRTV1	8ACH		\$700.00 NN
2 ١	NESHTh 09		& Kelly 9-10 AM	9:00-10:00 AM	:3	0 USPRTV1	8ACH		\$700.00 NN
8 09/19/12	09/21/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	1-1	:30	2	\$700.00	NM	
Weeks:	Start Date		Spots/Week	Rate					
Spots: # (09/17/12 Ch <u>Day Ai</u>	09/23/121-1 ir Date Air Time Descr	2 intion	\$700.00 Stort/End Time	Longi	P V 4 ID			Data Tun
	and the second s		& Kelly 9-10 AM	Start/End Time 9:00-10:00 AM		th <u>Ad-ID</u> 30 USPRTV1	8ACH		<u>Rate Type</u> \$700.00 NN
			& Kelly 9-10 AM	9:00-10:00 AM		0 USPRTV1			\$700.00 N
9 09/24/12 Class of	09/26/12	NBC Today Show II iately Pre-emptible without	10AM-11AM	1-1	:30	2	\$600.00	NM	
Weeks:	Start Date		Spots/Week	Rate					
	09/24/12	09/30/12 1-1	2	\$600.00					
Spots: # (Start/End Time		th Ad-ID	0.00		Rate Typ
		9/24/12 10:50 AM NBC 7 9/26/12 10:58 AM NBC 7		10AM-11AM 10AM-11AM		80 USPRTV1 80 USPRTV1			\$600.00 NI \$600.00 NI
									φοσο.σσ 141
10 09/18/12		NBC Today Show II	10AM-11AM	-1-1	:30	2	\$600.00	NM	
Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/12 -1-1	Spots/Week 2	<u>Rate</u> \$600.00					
Spots: #			• • • • • • • • • • • • • • • • • • • •	Start/End Time	Leng	th Ad-ID			Rate Type
		9/18/12 10:56 AM NBC		10AM-11AM		30 USPRTV1			\$600.00 NI
1 \	WESHTh 09	9/20/12 10:59 AM NBC	I oday Show II	10AM-11AM	:3	30 USPRTV1	.8ACH		\$600.00 N
11 09/25/12 Class of		NBC Today Show III iately Pre-emptible without	11AM-12PM/10-11/ notice	-1-1	:30	2	\$550.00	NM	
Weeks:	Start Date 09/24/12	End Date MTWTFSS 09/30/12 -1-1	Spots/Week 2	<u>Rate</u> \$550.00					
Spots: #		processor and the		Start/End Time	Leng	th Ad-ID			Rate Typ
1 \	WESHTu 09	9/25/12 11:51 AM NBC		11AM-12PM/10		30 USPRTV1	.8ACH		\$550.00 NI
2 \	WESHTh 09	9/27/12 11:30 AM NBC	Today Show III	11AM-12PM/10)-11/ :3	30 USPRTV1	.8ACH		\$550.00 NI
12 09/19/12	09/21/12	NBC Today Show III	11AM-12PM/10-11/	W-F	:30	1	\$550.00	NM	
Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/12W-F	Spots/Week	<u>Rate</u> \$550.00					
Spots: #			iption	Start/End Time	Lena	th Ad-ID			Rate Typ
. –		9/19/12 11:28 AM NBC		11AM-12PM/10		30 USPRTVI	L8ACH		\$550.00 NI
13 09/18/12	09/20/12	M-F NOON NEWS 12	-12:12:00-12:30 PM	-1-1	:30	2	\$500.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
			<u>opotor vocat</u>	1.00					

Send Payment To:





Invoice Month Invoice Period Invoice # Invoice Date 09/30/12 08/27/12 - 09/27/12 936467-1 September 2012

Advertiser Product Estimate Number American Crossroads - Issi AMERICAN CROSSROADS 691

www.wesh.com									
Line Start Date	End Date [Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
13 09/18/12	09/20/12 N	/I-F NOON NEWS 12-	12:12:00-12:30 PM	-1-1	:30	2	\$500.00	NM	Committee Commit
		12:26 PM M-F N	2 <u>ption</u> OON NEWS 12-12:30 OON NEWS 12-12:30	\$500.00 <u>Start/End Time</u> 12:00-12:30 PM 12:00-12:30 PM	:3	n <u>Ad-ID</u> O USPRTV18.			<u>Rate</u> <u>Type</u> \$500.00 NM \$500.00 NM
14 09/24/12	09/26/12 N	M-F NOON NEWS 12-	12:12:00-12:30 PM	1-1	:30	2	\$500.00	NM	,
	09/24/12 09	12 12:30 PM M-F N	Spots/Week 2 ption OON NEWS 12-12:30 OON NEWS 12-12:30	Rate \$500.00 <u>Start/End Time</u> 12:00-12:30 PM 12:00-12:30 PM	1 :3	h <u>Ad-ID</u> 0 usprtv18 0 usprtv18			Rate Type \$500.00 NM \$500.00 NM
15 09/19/12	09/21/12	Days of Our Lives	1:00-2:00 PM	1-1	:30	2	\$600.00	NM	
	09/17/12 09	12 1:45 PM Days	of Our Lives	Rate \$600.00 <u>Start/End Time</u> 1:00-2:00 PM 1:00-2:00 PM	:3	<u>h Ad-ID</u> 0 USPRTV18 0 USPRTV18			<u>Rate</u> <u>Type</u> \$600.00 NM \$600.00 NM
16 09/25/12	09/27/12	Days of Our Lives	1:00-2:00 PM	-1-1	:30	2	\$600.00	NM	
	09/24/12 09	12 1:45 PM Days	of Our Lives	Rate \$600.00 <u>Start/End Time</u> 1:00-2:00 PM 1:00-2:00 PM	:3	<u>h Ad-ID</u> 0 USPRTV18 0 USPRTV18			Rate Type \$600.00 NM \$600.00 NM
17 09/18/12	09/20/12	И-F 3-4 PM	3:00-4:00 PM	-T-T	:30	1	\$600.00	NM	
Weeks: Spots: <u>#</u> C 1 W	09/17/12		The state of the s	Rate \$600.00 <u>Start/End Time</u> 3:00-4:00 PM		h <u>Ad-ID</u> 0 USPRTV18	BACH		<u>Rate</u> <u>Type</u> \$600.00 NM
18 09/26/12	09/26/12	M-F 3-4 PM	3:00-4:00 PM	W	:30	1	\$600.00	NM	
Weeks: Spots: <u>#</u> C 1 W	09/24/12			Rate \$600.00 Start/End Time 3:00-4:00 PM		<u>h Ad-ID</u> 0 USPRTV18	ЗАСН		<u>Rate Type</u> \$600.00 NM
19 09/19/12	09/21/12	M-F 4-5 PM NEWS	M-F 4-5 PM	1-1	:30	2	\$800.00	NM	
	09/17/12	12 4:29 PM M-F 4	-5 PM NEWS	<u>Rate</u> \$800.00 <u>Start/End Time</u> M-F 4-5 PM M-F 4-5 PM	:3	<u>th Ad-ID</u> 0 USPRTV18			Rate Type \$800.00 NM \$800.00 NM
20 09/25/12	09/27/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-1-1	:30	2	\$800.00	NM	
Weeks: Spots: <u>#</u> C 1 W		9/30/12 -1-1 te <u>Air Time</u> <u>Descr</u>		Rate \$800.00 Start/End Time M-F 4-5 PM		th Ad-ID 30 USPRTV18	ВАСН		<u>Rate Type</u> \$800.00 NM



Invoice Month Invoice Period Invoice # Invoice Date 09/30/12 08/27/12 - 09/27/12 936467-1 September 2012

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMERICAN CROSSROADS	691

www.wesh.com

Weeks:

Start Date

09/24/12

End Date

09/30/12

MTWTFSS

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WWW.W	esh.com										
								Spots/			
Line	Start Date	End Date	Descr	iption	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
20	09/25/12	09/27/12	M-F 4	-5 PM NEWS	M-F 4-5 PM	-1-1	:30	2	\$800.00	NM	
	Spots: # Ch	Day Air	Date	Air Time Descrip	tion	Start/End Time	Lenat	h Ad-ID			Rate Type
			/27/12	4:43 PM M-F 4-5	PM NEWS	M-F 4-5 PM		0 USPRTV	L8ACH		\$800.00 NM
21	09/24/12	09/26/12	M-F 5	-6 PM ROT	5:00-6:00 PM	1-1	:30	2	\$1,100.00	NM	
	Weeks:	Start Date 09/24/12	End Da 09/30/1		Spots/Week 2	<u>Rate</u> \$1,100.00	,				
-	Spots: # Ch	Day Air	Date	Air Time Descrip	<u>tion</u>	Start/End Time	Lengi	th Ad-ID			Rate Type
			/24/12	5:12 PM M-F 5-6		5:00-6:00 PM	10.00	0 USPRTV			\$1,100.00 NM
	2 WE	ESHW 09/	/26/12	5:52 PM M-F 5-6	PM ROT	5:00-6:00 PM	:3	0 USPRTV	18ACH		\$1,100.00 NM
22	09/18/12	09/20/12	M-F 5	-6 PM ROT	5:00-6:00 PM	-1-1	:30	2	\$1,100.00	NM	
	Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 2	<u>Rate</u> \$1,100.00					
ļ	Spots: # Ch		****	Air Time Descrip	The state of the s	Start/End Time		th Ad-ID	10		Rate Type
			/18/12 /20/12	5:26 PM M-F 5-6 5:27 PM M-F 5-6		5:00-6:00 PM 5:00-6:00 PM		30 USPRTV 30 USPRTV			\$1,100.00 NM \$1,100.00 NM
	Z VVI	20111 09/	120/12	5.27 PIVI IVI-F 5-0	PINIRUT	5:00-6:00 PM		O USPRIV	16ACH		\$1,100.00 NW
23	09/18/12	09/20/12	M-F 6	6-6:30 PM	M-F 6-6:30 PM	-111	:30	3	\$2,000.00	NM	
	Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 3	<u>Rate</u> \$2,000.00			5	E	
	Spots: # Ch	Day Air	r Date	Air Time Descrip	<u>otion</u>	Start/End Time	Leng	th Ad-ID			Rate Type
			/18/12	6:23 PM M-F 6-6		M-F 6-6:30 PM		30 USPRTV			\$2,000.00 NM
			/19/12	6:09 PM M-F 6-6		M-F 6-6:30 PM		30 USPRTV			\$2,000.00 NM
	2 WI	ESHTh 09	/20/12	6:23 PM M-F 6-6	5:30 PM	M-F 6-6:30 PM	;	30 USPRTV	18ACH		\$2,000.00 NM
24	09/24/12 Class of Tir	09/27/12 ne - Fixed N		6-6:30 PM mptible	M-F 6-6:30 PM	1111	:30	4	\$2,000.00	NM	
	Weeks:	Start Date 09/24/12	End Da 09/30/1		Spots/Week 4	<u>Rate</u> \$2,000.00					
	Spots: # Ch	Day Air	r Date	Air Time Descrip	<u>otion</u>	Start/End Time	Leng	th Ad-ID			Rate Type
ŀ			/24/12	6:11 PM M-F 6-6	6:30 PM	M-F 6-6:30 PM	::	30 USPRTV	18ACH		\$2,000.00 NM
			/25/12	6:23 PM M-F 6-6		M-F 6-6:30 PM		30 USPRTV			\$2,000.00 NM
ŀ			/26/12	6:29 PM M-F 6-6		M-F 6-6:30 PM	•	30 USPRTV			\$2,000.00 NM
L	4 VVI	ESHTh 09	/27/12	6:14 PM M-F 6-6	5:30 PM	M-F 6-6:30 PM	:;	30 USPRTV	18ACH		\$2,000.00 NM
25	09/24/12 Class of Tir	09/26/12 me - Immedia		Entertainment Ton -emptible without i		M-W	:30	2	\$1,400.00	NM	
	Weeks:	Start Date 09/24/12	End Da 09/30/1		Spots/Week 2	<u>Rate</u> \$1,400.00					
	Spots: # Ch			Air Time Descrip		Start/End Time		th Ad-ID	ou were soon		Rate Type
1			/24/12		tertainment Tonight	7:00-730 PM		30 USPRTV			\$1,400.00 NM
	1 W	ESHW 09	/26/12	7:30 PM M-F En	tertainment Tonight	7:00-730 PM	:	30 USPRTV	18ACH		\$1,400.00 NM
26	09/18/12	09/20/12	M-F E	Entertainment Ton	igł7:00-730 PM	-1-1	:30	2	\$1,400.00	NM	
	Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 2	<u>Rate</u> \$1,400.00					
	Spots: # Ch			Air Time Descrip	<u>otion</u>	Start/End Time	Leng	th Ad-ID			Rate Type
			9/18/12		tertainment Tonight	7:00-730 PM		30 USPRT\			\$1,400.00 NM
	1 W	ESHTh 09	9/20/12	7:16 PM M-F Er	tertainment Tonight	7:00-730 PM	:	30 USPRT\	/18ACH		\$1,400.00 NM
27	' 09/25/12 Class of Ti	09/27/12 me - Immedi		Access Hollywood -emptible without		/ -T-T	:30	1	\$1,400.00	NM	

INVOICE

Spots/Week

Rate \$1,400.00





| Invoice # | Invoice Date | Invoice Month | Invoice Period | 936467-1 | O9/30/12 | September 2012 | O8/27/12 - O9/27/12

Advertiser Product Estimate Number

American Crossroads - Issi AMERICAN CROSSROADS 691

www.wesh.com

WWW	wesh.com										
								Spots/			
Line	Start Date	End Date	Desc	ription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
2	7 09/25/12	09/27/12	M-F A	Access Hollywood	Access Hollywood /	-t-t	:30	1	\$1,400.00	NM	
-	Class of Till	ie - immedia	ately Pre	-emptible without no	otice						
	Spots: # Ch			Air Time Descript		Start/End Time		gth Ad-ID			Rate Type
	1 WE	SHTu 09	/25/12	7:47 PM M-F Acc	ess Hollywood	Access Hollywoo	od /	30 USPRTV1	8ACH		\$1,400.00 NM
2	8 09/19/12	09/21/12	M-F A	Access Hollywood	Access Hollywood /	1-1	:30	2	\$1,400.00	NM	,
-	Weeks:	Ctart Data	End D	MTWTESS	Consta AM and	D-4-					
	Weeks.	Start Date 09/17/12	End Da 09/23/		Spots/Week 2	<u>Rate</u> \$1,400.00					
	Spots: # Ch	Day Air	Date	Air Time Descript	ion	Start/End Time	Len	gth Ad-ID			Rate Type
1			/19/12	7:47 PM M-F Acc	ess Hollywood	Access Hollywoo	od /	30 USPRTV1	.8ACH		\$1,400.00 NM
	1 WE	SHF 09	/21/12	7:48 PM M-F Acc	ess Hollywood	Access Hollywoo	od /	:30 USPRTV1	8ACH		\$1,400.00 NM
2	9 09/24/12	09/24/12	Mon	NBC Prime VOICE	Prime Other	M	:30	1	\$9,000.00	NM	
	Weeks:	Start Date 09/24/12	End Da 09/30/		Spots/Week 1	<u>Rate</u> \$9,000.00					
	Spots: # Ch			Air Time Descript		Start/End Time	Len	gth Ad-ID			Rate Type
			/24/12	8:00 PM Mon NB		Prime Other		:30 USPRTV1	.8ACH		\$9,000.00 NM
	0 09/18/12	09/20/12	M-Su	News @ 11PM	11-1135p	-1-1	:30	2	\$1,800.00	NM	
"	0 09/10/12	03/20/12	IVI-Su	TNEWS @ TIFIN	11-1135р	-1-1	.30	. 2	\$1,000.00	INIVI	
	Weeks:	Start Date	End Da		Spots/Week	Rate					
	Cnata: # Ch	09/17/12	09/23/		2	\$1,800.00					D (T
	Spots: # Ch		/18/12	Air Time Descript 11:13 PM M-Su Ne		Start/End Time 11-1135p		gth <u>Ad-ID</u> :30 USPRTV1	8401		<u>Rate Type</u> \$1,800.00 NM
			/20/12	11:34 PM M-Su Ne		11-1135p		:30 USPRTV1			\$1,800.00 NM
											\$1,000.00 Tim
3	1 09/24/12	09/26/12	M-Su	News @ 11PM	11-1135p	1-1	:30	2	\$1,800.00	NM	
-	Weeks:	Start Date	End Da	ate MTWTFSS	Spots/Week	Rate		100 TO 000 TO 00	AR -E F		
		09/24/12	09/30/		2	\$1,800.00					
	Spots: # Ch			Air Time Descript		Start/End Time	-	gth Ad-ID			Rate Type
			/24/12	11:27 PM M-Su No	•	11-1135p		:30 USPRTV			\$1,800.00 NM
_	Z VVE	SHW 09	/26/12	11:28 PM M-Su Ne	ews @ TTPM	11-1135p		:30 USPRTV	LBACH		\$1,800.00 NM
3	2 09/19/12	09/21/12	NBC	Tonight Show	11:35P-12:35XM	1-1	:30	2	\$800.00	NM	
-	Weeks:	Start Date	End D	ate MTWTFSS	Spots/Week	Rate					
	WCCRS.	09/17/12	09/23/		2	\$800.00					
	Spots: # Ch	Day Air	r Date	Air Time Descript		Start/End Time	Len	gth Ad-ID			Rate Type
			/19/12	12:08 AM NBC To) 	11:35P-12:35XM	/	:30 USPRTV	L8ACH		\$800.00 NM
	1 WE	SHF 09	/21/12	12:30 AM NBC To	night Show	11:35P-12:35XN	/	:30 USPRTV	L8ACH		\$800.00 NM
3	3 09/25/12	09/27/12	NBC	Tonight Show	11:35P-12:35XM	-1-1	:30	2	\$800.00	NM	
_		01							*	1,538	
	Weeks:	Start Date 09/24/12	End D 09/30/		Spots/Week 2	<u>Rate</u> \$800.00					
	Spots: # Ch			Air Time Descript		Start/End Time	Len	gth Ad-ID			Rate Type
			/25/12	12:30 AM NBC To		11:35P-12:35XN		:30 USPRTV	18ACH		\$800.00 NM
	2 WE	SHTh 09	/27/12	12:21 AM NBC To	•	11:35P-12:35XN	/	:30 USPRTV	18ACH		\$800.00 NM
2	4 09/21/12	09/21/12	NRC	Prime DATELINE	10:00-11:00 PM	F	:30	1	\$5,000.00	NM	
L	. 00/21/12	00/21/12	1400	- AINC DATELINE	10.00-11.00 FIVI		.30	. 1	ψ5,000.00	ININI	
	Weeks:	Start Date	End D		Spots/Week	Rate	-				
	Snote: # Ch	09/17/12	09/23/		1 tion	\$5,000.00	1.5	حاليه مايي			Data Ton
	Spots: # Ch 1 WE)/21/12	Air Time Descript 10:12 PM NBC Pri		Start/End Time 10:00-11:00 PM		gth Ad-ID :30 USPRTV	18ACH		<u>Rate Type</u> \$5,000.00 NM
1			1/ 12	. J. IZ I WINDO I'II	IIIO DI VILLINE	10.00-11.00 FW	•	.00 001 101 0			ψο,000.00 INIVI





 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

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 09/30/12
 September 2012
 08/27/12 - 09/27/12

Advertiser Product Estimate Number

American Crossroads - Issi AMERICAN CROSSROADS 691

www.wesh.com

Payment Terms 30 Days

							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
34	09/21/12	09/21/12	NBC Prime DATELINE	10:00-11:00 PM	12.22. Part of States	:30	1	\$5,000.00	NM	
35	09/22/12	09/22/12	NBC Saturday	Sat 8-10am	S-	:30	1	\$1,200.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/12S-	Spots/Week 1	<u>Rate</u> \$1,200.00					
		<u>Day Air</u> ESHSa 09/			Start/End Time Sat 8-10am		h <u>Ad-ID</u> 0 USPRTV1	8ACH		Rate Type \$1,200.00 NM
36	09/22/12 Class of Tir	09/22/12 ne - Fixed No	SA/SU 6-6:30 PM on Pre-emptible	SA/SU 5:58-6:30 F	PIS-	:30	1	\$1,200.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFSSS-	Spots/Week 1	<u>Rate</u> \$1,200.00					-
	Spots: # Ch	<u>Day Air</u> ESHSa 09			Start/End Time SA/SU 5:58-6:3		th Ad-ID 0 USPRTV1	8ACH		<u>Rate</u> <u>Type</u> \$1,200.00 NM
37	09/23/12	09/23/12	NBC Sunday Today	8:00-9:00 AM/9-11	AS	:30	1	\$2,000.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/12S	Spots/Week 1	<u>Rate</u> \$2,000.00					
		<u>Day Air</u> ESHSu 09			Start/End Time 8:00-9:00 AM/9-		th Ad-ID 30 USPRTV1	8ACH		<u>Rate</u> <u>Type</u> \$2,000.00 NM
38	09/23/12 Class of Tir	09/23/12 ne - Fixed N	SA/SU 6-6:30 PM on Pre-emptible	SA/SU 5:58-6:30 F	PIS	:30	1	\$1,200.00	NM	
	Weeks:	Start Date 09/17/12	<u>End Date</u> <u>MTWTFSS</u> 09/23/12S	Spots/Week 1	<u>Rate</u> \$1,200.00					
		<u>Day Air</u> ESHSu 09			Start/End Time SA/SU 5:58-6:3		th <u>Ad-ID</u> 30 USPRTV1	.8ACH		<u>Rate</u> <u>Type</u> \$1,200.00 NM
					Total Spots		71		·	

Gross Total \$89,250.00

Agency Commission

\$13,387.50

Net Amount Due

\$75,862.50

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser:
We warrant that the actual broadcast information shown on this invoice was taken from the program log